

Theory of Business Letter Writing

Principles of Effective Letter Writing

PRINCIPLES OF EFFECTIVE LETTER WRITING

Letter is the first impression of any organisation. Hence, enough care should be taking while drafting the letter. To write a letter effectively following guidelines should be followed.

1)Planning of the Letter- A business letter should be planned properly. The writer should know what to say, how to say, to whom, when and why. Before writing a letter, the writer should collect the required information. He should know the format of letter he needs to use. He should know the exact purpose of the letter.

2)Completeness- The letter should be complete by all means. It should be complete in terms of content and structure. It should contain all the relevant and required details depending on the subject of the letter. Structurally, a letter is said to be complete when all the obligatory parts and optional parts(as per need) of the letter are present.

3)Conciseness- The letter should be concise. Every word should have its own value. Maximum information should be conveyed in minimum words. There should not be anything extra or irrelevant. Long and ambiguous expressions, repetitive words and long phrases should be avoided. One word substitution should be used.

4)Consideration- Consideration involves stepping into the shoes of others. The writer should consider the receiver's viewpoint, mind-set, etc. For this the writer should adopt 'you attitude'. You attitude does not mean using the word 'you' instead of 'we' or 'I'. It means that the receiver must be made to feel important which can be achieved by using 'you attitude'. For example- instead of writing- Our bank also gives mobile banking and net banking facility to customers. The writer may write- You will also get mobile banking and net banking facility.

5)Clarity- The content of the letter must be clear and understood by the receiver in the first reading. The ideas expressed must be logically connected. The language should be simple. Long and ambiguous expressions, repetitive words and long phrases should be avoided. Jargon should not be used. Technical terms should be used when absolutely necessary.

6)Concreteness- Concreteness means specific and clear. Writer should use specific facts and figures. There should not be any ambiguity in sentences or words. Ex- 'The College won many medals'. This sentence is not specific and unclear for the receiver. So writer must be specific, eg.- 'The College won 3 gold, 5 silver and 8 bronze medals'.

7)Courtesy- Courtesy is a matter of treating the reader with respect. Every letter should be courteously worded. Polite and convincing words bring positive response from the reader or receiver. Certain polite words, such as 'I request you', 'Please consider it'. 'It would be very nice of you', 'Thank you', 'Please take a little trouble', etc. should be used. Though you are writing a letter to collect dues from your debtor, don't write, 'It is unfair on your part to delay payment', but use courteous words 'Please don't delay the payment' or 'It would be very nice of you to pay the amount due as soon as possible'.

8)Correctness- The letter should be correct in all respects- correct layout, content language, tone and style. Incorrect letter creates a poor impression about the sender. If the content is not correct, the receiver will be confused. The correct language means correct sentence construction, correct spelling and punctuation, correct vocabulary, sincere tone and appropriate style help the receiver to understand the letter properly.

9)Language- The language used in business letter should be formal or professional. Avoid making negative expressions as far as possible. Ex- The shop is not open on Sunday. Instead say- The shop is open on all days except Sunday. Avoid wordiness. Be precise. Remember everybody is as busy as you are and would

welcome letters that are direct and to the point. Ex- instead of- 'Please see that an inquiry is conducted to determine the reason', write- 'Please find out the reason'. Avoid passive voice as far as possible as it is rather longer expression. Ex- instead of 'The goods will be despatched by us', write- 'We will despatch the goods'.

10)Drafting and Editing- Make a first draft keeping in mind the principles of writing. Check that every paragraph contains one main idea. The paragraphs are logically connected and the sentences within a paragraph are also having a logical connection. Check language, grammar, spelling and punctuation. Prepare the next draft and check it again and finalise the draft to despatch.

Parts of a Business Letter

A business letter is a formal letter. Unlike a résumé or cover letter, it can be more than one page, and is likely to contain six parts:

1. The Heading

The heading contains the return address with the date on the last line. Sometimes it is necessary to include a line before the date with a phone number, fax number, or e-mail address. Often there is a line skipped between the address and the date. It is not necessary to type a return address if you are using stationery with the return address already imprinted, but you should always use a date. Make sure the heading is on the left margin.

Example:

Ms. Jane Doe
543 Washington St
Marquette, MI 49855
Tel:
Fax:
Email:
June 28, 2011

2. Recipient's Address

This is the address you are sending your letter to. Be sure to make it as complete as possible so it gets to its destination. Always include title names (such as Dr.) if you know them. This is, like the other address, on the left margin. If a standard 8 ½" x 11" paper is folded in thirds to fit in a standard 9" business envelope, the inside address should appear through the window in the envelope (if there is one). Be sure to skip a line after the heading and before the recipient's address, then skip another line after the inside address before the greeting. For an example, see the end of this sheet for a sample letter.

3. The Salutation

The salutation (or greeting) in a business letter is always formal. It often begins with "Dear {Person's name}." Once again, be sure to include the person's title if you know it (such as Ms., Mrs., Mr., or Dr). If you're unsure about the person's title or gender then just use their first name. For example, you would use only the person's first name if the person you are writing to is "Jordan" and you do not know whether they identify as male, female, or non-binary.

The salutation always ends with a colon.

4. The Body

The body is the meat of your letter. For block and modified block letter formats, single space and left justify each paragraph. Be sure to leave a blank line between each paragraph, however, no matter the format. Be sure to also skip a line between the salutation and the body, as well as the body and the close.

5. The Complimentary Close

The complimentary close is a short and polite remark that ends your letter. The close begins at the same justification as your date and one line after the last body paragraph. Capitalize the first word of your closing (Thank you) and leave four lines for a signature between the close and the sender's name. A comma should follow the closing.

6. The Signature Line

Skip at least four lines after the close for your signature, and then type out the name to be signed. If you are printing this letter out and sending it by mail, you will sign your name in pen. This line will include your first and last name, and often includes a middle initial, although it is not required. You may put your title beforehand to show how you wish to be addressed (Ms., Mrs., Dr.). The signature should be in blue or black ink.

7. Enclosures

If you have any enclosed documents, such as a resume, you can indicate this by typing “Enclosures” one line below the listing. You also may include the name of each document.

Job application letter with Resume

589/22, Srilakshmi Nagar Block 3
Subbanna Palya Extension
Banaswadi, Bangalore North
560023
January 7, 2022

The HR Manager
Anton Technologies
Electronic City
Bangalore – 560012

Subject: Job application letter for the position of Cryptographer

Respected Sir,

This is with reference to the job posting on LinkedIn for the position of Cryptographer in your esteemed organisation. I have carefully read the job description. I have also browsed through your official website to understand the kind of work you do, and I am interested in working with you.

I am an MSc Electronics graduate, and I have completed multiple diploma courses in Cyber Security. I have hands-on experience of working in the field of cyber security for five years. Planning and executing various security means, analysing and documenting security systems, rebuilding and making arrangements for the safety of the security system, writing and developing security codes are some of the areas I have good experience with. I believe that I will be a good fit for the role in your company and that I can do justice to the responsibilities I will have to take up.

I have enclosed my resume and work samples for your kind review.

Thank you for your time and consideration. Hoping to hear from you.

Yours sincerely,
BIPIN DAS

Resume

Name : Suresh Barot
Address : 43, Plaza Road,
Vashi, Mumbai 400 081
Tel. No. 2743 xxxx

Objective

Management position in Property Maintenance sector utilising my experience in building maintenance and education in Environmental Studies

Date of birth: 6 October, 1973

Education

Presidency College, Mumbai

B.Sc., Botany, Environmental Studies, Economics, June 1993

M. A. Environmental Studies and Industrial Economics, June, 1995

Business Experience

Entrepreneurial

- * Developed and maintained substantial lawn service business, providing complete lawn maintenance, including rolling, aerating, cutting.
- * Originated lucrative week-end launch service in local harbour.

Management

- * Supervised the maintenance of 26 gymnasiums in South-western region.
- * Monitored renovation and reorganisation of space in a gymnasium with membership of 5000.
- * Reorganised the management of a 78 unit housing colony while on temporary duty as Resident Manager.
- * Supervised waste management for a restaurant that won an award for waste re-cycling and eco-friendly procedures.

Employers

- * Star Gymnasiums, Regional Supervisor, 2006 to present
- * Jai Housing Society, Mira Road, Mumbai, Interim Manager, 2004 to 2006
- * Blue Waters Launch Service, Gateway of India, Mumbai, Owner, 1996 to 2000
- * Fresh Lawns Service, Andheri, Mumbai 400 058, Owner, 1994 to 1996
- * West side Restaurant, Malad, Mumbai, Summer vacation 1992, 1993, 1994

Skills

Working knowledge of German, besides command of Marathi, Hindi, and Gujarati;

Comfortable with spreadsheet, database and Autocad software.

Establishment and Supervision of innovative procedures

Writing inspection and status reports for government regulatory authorities

Letters of References and work samples will be provided.

Letter of Appointment

Dear Miss Kamal Mehta,

With reference to your interview on (date) for the post of Office Superintendent, I am happy to inform you that you have been selected for appointment to the post of typist. Your starting basic salary will be ₹ 5400/- in the scale of ₹ 5000-100-10,000/ and DA at state Government rates. The appointment is on probation for one year and will be confirmed on satisfactory completion of probation. Contributory Provident Fund benefits become applicable on confirmation. The appointment is terminable by a month's notice from either side during probation.

You are requested to take charge immediately. Please intimate your acceptance of the appointment.

Yours sincerely,

Letter of Acceptance of Job Offer

456 Parker Lane
Somerville, MA 02141
April 7, 1997

Ms. Isabel Lightman
Director of Personnel
Loki Electronics Corporation
2426 Carelton Ave.
Berkeley, CA 94721

Dear Ms. Lightman:

I am pleased to accept your offer of a position as an Analyst-Programmer I in the Loki Electronics Operating Systems Division at a salary of \$XX,XXX per year.

I have already given my current employer notice of my intention to leave, and will be ready to report for work on the date you mentioned in your letter, June 1.

I look forward to a long and rewarding career with Loki.

Sincerely,

Denzel Adams

Letter of Appreciation

Dear Ms Neelam Iyer,

On behalf of the management of ABC Company and myself, I appreciate your hard work which helped in completing the project on time. We are aware that initial hiccups in the process made it very difficult to complete the project on time; it was your dedication and your team support that led to the successful completion of the project.

Your enthusiasm and motivation helped the team members to increase their productivity and put in extra work to complete every aspect of the project. Your organising and time management abilities are much appreciated by the management.

We are sure that you have a brilliant career ahead, and wish you all the best in your future endeavours.

Sincerely,

Letter of Resignation

Letter of Resignation

It is important to write a resignation letter tactfully. A potential employer might ask the past employer about you, or you might need the employer to give you a reference; or you may want to join the company again sometime later if there are good prospects or new opportunities.

Marketing Manager
Alpha Company
456 Main St.
Philadelphia, PA 12345

Dear Mr. Chandra,

I am writing to notify you formally that I am resigning from my position as Marketing Representative with Alpha Company. My last day of employment will be 6 December, as I have intimated orally.

I appreciate your professional guidance and support and the opportunities that I have been given at Alpha. I wish you and the company success in all ventures.

Yours sincerely,
Jayati Desai

Letter of Recommendation

To Whom It May Concern

Mr. J.R. Kavli has been known to me for the last four years during which he worked in this company as junior accountant. He did his work well and showed high ability in picking up new work assigned to him. He was also punctual and regular in attendance. His cheerful disposition and good manners were particularly noted by his colleagues as well as his superiors.

He leaves his present employment because his family has to shift from Mumbai owing to his father's health. Mr. Kavli will be able to handle responsible work in the Accounts Department of a large firm, and deserves to be given an opportunity to build up a good career.

XYZ
Manager

The Wings of Fire by Dr. APJ Abdul Kalam

This book contains the life of a simple yet determined person. There is so much knowledge and good things that everybody can extract from this book. Reading this book is a very heartwarming and beautiful experience.

This book contains a very detailed description of how great things can be achieved through simple thoughts. This book conveys the message of the authors that always keep your dream high, your goal clear, plan perfectly and do hard work.

The story is all about a warm and intensely personal, deeply passionate, common boat – owner's son who has become India's most distinguished living technocrat. The pure faith in God and deep kindness, dealing life with positivity, science, and technological advancements, Love toward one country and many more things are mentioned in this book.

The book is full of insights, personal moments, and life experiences of Dr. APJ Kalam. It gives us an understanding of his journey of success.

This is a story of a boy who was born in a normal and middle-class family. He had a curiosity about aeronautical engineering. He faced so many failures during launching the satellite called SLV [Satellite Launching Vehicle] but he proved that anything can be achieved by keep trying because when you become a failure then you go one step closer to success.

The author, by narrating his life journey evokes the reader to identify with one's inner fire and potential, for he was of the firm belief that each one of us was born with the strength and potential to make a tangible change in the world. How he inspired himself to achieve his dream and how he went about accomplished so much is what the book captures nicely.

The book recollects many anecdotes and stories from childhood, his time at school and college, He wrote the time spent at the Langley Research Center, NASA and Wallops Flight Facility gets a lot of attention.

Personal tragedies have not left been left out. The time when he lost his father and how he felt when conferred with many awards like the Padma Bhushan have been written in much detail.

The second half of the book deals with the author, the scientist who made a significant contribution in developing the country's guided missile program, a pioneering effort for the security of the nation. It's not with reason that he was nicknamed the ' Missile Man of India'.

The 7 Habits of Highly Effective People by Stephen Covey

I read the book “The 7 Habits of Highly Effective People” by Stephen Covey in my quest to shape my habits to be more productive at the things I do. Mostly at the things I do for work like my software developer job or this blog.

However, this book didn’t give me the magic formula of how to become more productive at work. Instead, it’s about changing my own paradigms and my view of the world in order to become more effective, i.e. how to make things happen in the way I want them to, especially in dealing with other people. And the way to do this is to change yourself, as the subtitle “Powerful Lessons in Personal Change” suggests (which I didn’t read before ordering the book, obviously).

Even though the book didn’t directly deliver what I have originally been looking for, it was very enlightening to read and definitely made me think about myself and my impact on the world around me. And ultimately, I’m even certain that this will make me more productive in the long run.

The book was published first when I went to elementary school, so it’s been out there for some thirty years now. As the title suggests, it’s structured around the 7 Habits that Covey has identified as main drivers for an effective and principle-based life.

The paperback edition has around 350 pages, so it’s quite a hunk to read, at least if you’re only used to reading fiction and tech books like me. But the content always drew me further, so I managed to read it completely without skipping anything.

The writing style is very conversational, without being too casual, which I liked very much. I also liked the sometimes very personal stories the author uses to explain the habits and why they work.

I also liked that the rationale behind each of the habits is explained in a logical way and that each chapter ends with a few valuable suggestions on how we could apply the things we learned in that chapter.

On the “dislike” side is the fact that the chapters are each very long (one for each habit). I would have liked shorter chapters better, each one focused on a certain aspect of a habit. This would have made reading through the whole book easier for me.

At some point in the first quarter of the book, the author mentions how his religious beliefs help him with the habits. As a convinced atheist, I was afraid that the book would now turn into a recruiting text, which luckily was not the case.

WhatsApp

WhatsApp is free to download messenger app for smartphones. WhatsApp uses the internet to send messages, images, audio or video. The service is very similar to text messaging services, however, because WhatsApp uses the internet to send messages, the cost of using WhatsApp is significantly less than texting. You can also use Whatsapp on your desktop, simply go to the Whatsapp website and download it to Mac or Windows. It is popular with teenagers because of features like group chatting, voice messages and location sharing.

Growth of WhatsApp

WhatsApp, owned by Facebook, now has 1 billion users worldwide and is the biggest online messenger app on the market. Founded in 2009 by ex-Yahoo employees it started as a small startup and swelled to 250,000 users in just a few months, growing so fast that they had to add a charge for using the service per year to slow the subscription rate down. In 2014, WhatsApp was acquired by Facebook and has seen continued growth, reaching the 1 billion mark in July 2017.

Using WhatsApp

To use WhatsApp you need a compatible smartphone or tablet with a sim card, an internet connection, and a phone number. The app uses your phone number as its username, and your account is locked to the phone, although you can transfer your contacts over to new devices. Whatsapp is free to use in Ireland. However, if abroad, the Whatsapp website states:

Please be aware that:

If your phone is roaming, additional mobile data charges may apply. Learn how to configure roaming settings for WhatsApp on [Android](#) | [iPhone](#) | [Windows Phone](#) | [Nokia S40](#) | [BlackBerry](#) | [BlackBerry 10](#)

If you send SMS messages to your friends inviting them to use WhatsApp, service charges from your mobile provider may also apply.

What is WhatsApp

Location sharing and messaging on WhatsApp

Features of WhatsApp

Users of WhatsApp can share their location in real time over messages. They can also organise lists of contacts so that they can quickly send messages to lots of people in group chats through WhatsApp. Probably the best feature of WhatsApp is that it allows users to keep in touch with people living abroad, without incurring the international charges associated with text messages.

Live Location Tracking

Whatsapp

Whatsapp now lets its users share their location in real time. This feature allows you to share your exact location with a friend or loved one. This may be useful when you are meeting friends in a crowded area, or you want to let someone know you have arrived at your destination safely.

You will then see this message ‘Participants in this chat will see your location in real-time. This feature shares your location for the duration even if you’re not using the app. You can stop sharing at any time’.

You can then decide how long you would like to share your real-time location with this person, you have the option of 15 Minutes, 1 Hour or 8 Hours.

It is important to know that you are allowing your movements to be tracked by another person. Only use this feature with people you know and trust. Parents should talk to their child about location sharing and advise them against it.

Editing Features

WhatsApp have also added the ability to delete messages that you may have sent in error. This may be helpful if you sent a message to the wrong contact. The next update to the messaging service will look at adding a ‘Reply Privately’ function while in a group chat.

WhatsApp users can also now hold down a message in a group chat to select and add a reply to it. It ensures that members in a group can follow conversations more easily and respond to specific questions in a group chat or write comments on content in the group.

Terms and Conditions and Privacy on WhatsApp

WhatsApp terms and conditions specify that users should be at least 16 years of age to use the service in Europe. By default, WhatsApp will automatically set your Privacy Settings to allow any WhatsApp user to view your last seen, profile photo and status.

What is Skype?

Skype is software that enables the world's conversations. Millions of individuals and businesses use Skype to make free video and voice one-to-one and group calls, send instant messages and share files with other people on Skype. You can use Skype on whatever works best for you – on your mobile, computer or tablet.

Skype is free to download and easy to use.

If you pay a little, you can do more – like call phones and send SMS. You can pay as you go or buy a subscription, whatever works for you. And in the world of business, this means you can bring your entire ecosystem of workers, partners and customers together to get things done.

Try Skype today and start adding your friends, family and colleagues. They won't be hard to find; hundreds of millions of people are already using Skype to do all sorts of things together.

What is Facebook?

Facebook is a **social networking site** that makes it easy for you to **connect and share** with family and friends online. Originally designed for college students, Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University. By 2006, **anyone** over the age of 13 with a valid email address could join Facebook. Today, Facebook is the world's largest social network, with **more than 1 billion users** worldwide.

Have you ever wondered why people like using Facebook? After all, there are already a lot of other ways to communicate online, like through email, instant messaging, and so on. What makes Facebook unique is the ability to **connect and share** with the people you care about at the same time.

For many, having a Facebook account is now an expected part of being online, much like having your own email address. And because Facebook is so popular, other websites have worked to **integrate Facebook**. This means you can use a single Facebook account to sign in to different services across the Web.

What is Twitter?

In 2006, Jack Dorsey, co-founder of Twitter, had an idea -- he would create a SMS-based communications platform in which friends could keep tabs on each other by updating statuses. In the beginning, Twitter was an idea all-too-similar to texting.

The idea evolved, in large part due to brainstorming sessions with Dorsey's co-founder, Evan Williams.

On March 21, 2006, Jack sent the first tweet, which read -- "just setting up my twtr."

Twitter saw explosive growth at the 2007 South By Southwest Interactive conference, during which more than 60,000 tweets were sent. The Twitter team took advantage of the conference to begin growing their user base.

Twitter began as an SMS-based platform, so the 140 character limit was initially simply a necessity -- mobile carriers imposed the limit, not Twitter.

However, as Twitter grew to become a web platform, they kept the limit simply because it aligned with Twitter's brand -- Twitter is a platform that aims to create highly skimmable content for our tech-heavy, attention-deficit modern world.

In many ways, Twitter has both unlimited meaning and immeasurable potential. It can connect you with someone in Thailand as quickly as it can introduce you to your next-door neighbor. You might choose to fill your feed with industry professionals, news sites, celebrities, comedians, or friends.

By enabling each user to curate their content to their personal desires and interests, Twitter has successfully created a highly-addictive platform.